

COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION
"Creating Community Through People, Parks and Programs"



October 25, 2005

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2006 TICKET AND PARKING PRICE SCHEDULE FOR
THE HOLLYWOOD BOWL
(THIRD DISTRICT – 3 - VOTE MATTER)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that this action is exempt from the California Environmental Quality Act (CEQA).
2. Adopt the resolution approving the minimum and maximum ticket prices proposed by the Los Angeles Philharmonic Association for the 2006 Hollywood Bowl season.
3. Approve the schedule of maximum and minimum ticket prices for the 2006 Hollywood Bowl season as outlined in Attachment A.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (the Association) has submitted its proposed schedule for maximum and minimum price tickets for the 2006 Hollywood Bowl season as required by the Operating Agreement between the County and the Association.

The Association seeks to increase ticket prices to accommodate increased production, labor, marketing and artists' costs. The Association has developed a price schedule that keeps tickets reasonable and competitive with other venues in Los Angeles County.

The proposed Hollywood Bowl ticket increases are in a three-tiered structure including weekdays, weekends and Sunday World Music. Weekday pricing, includes Tuesday, Wednesday and Thursday performances. Weekend pricing includes Friday, Saturday, and Sunday Sunset performances.

Previously, Sunday World Music performances have been priced the same as weekday concerts. The growing popularity of this series of performances and the desire to attend performances occurring on the weekend has led to the increased demand for tickets, and, therefore, price increases are proposed for all Sunday World Music seats. Forty percent of all tickets (6,913) are proposed at \$17 or less.

Box seat ticket prices reflect unique benefits at the Hollywood Bowl and there are no other comparable outdoor venues. However, more than half of the tickets (9,175) on any night at the Hollywood Bowl are priced at \$22 or less. Further, the Association maintains the Hollywood Bowl tradition of \$1 tickets for Tuesday, Wednesday, and Thursday performances, with \$5 tickets for weekend events.

The Association has submitted the following 2006 season fee increases for your approval:

Box Seating

Pool Circle

A \$5 increase, from \$115 to \$120, per seat, is proposed for Tuesday, Wednesday, Thursday performances and Sunday World Music performances; an increase of \$5, from \$140 to \$145, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

Garden Boxes

A \$1 increase, from \$92 to \$93, per seat, is proposed for Tuesday, Wednesday, Thursday performances and Sunday World Music performances; an increase of \$1, from 110 to \$111, per seat, is proposed for Friday, Saturday and Sunday Sunset performances.

Terrace Boxes

A \$1 increase, from \$80 to \$81, per seat, is proposed for Tuesday, Wednesday, Thursday performances and Sunday World Music performances; an increase of \$1, from \$97 to \$98, per seat, is proposed for Friday, Saturday and Sunday Sunset performances.

Side Boxes

All Side boxes are priced the same as Terrace boxes and will increase by the same amounts.

Ramp Seating

There are no proposed changes for ramp seating.

Bench Seating

There are no proposed changes for weekday performances, with the exception of sections M and N, in which a \$1 increase, from \$21 to \$22, per seat is proposed. A \$1 increase, per seat, is proposed for all weekend and Sunday World Music performances. Bench seat prices will vary depending upon location, with the maximum ticket price at \$38 on weekends.

Superseats

A \$1 increase, from \$42 to \$43, is proposed for Tuesday, Wednesday and Thursday performances; a \$2 increase, from \$42 to \$44, for Sunday World performances and from \$47 to \$49 for Friday, Saturday and Sunday Sunset performances is proposed.

Accessible Seating

Hollywood Bowl accessible seating addresses the Americans with Disabilities Act requirements with a range of seating locations and tickets priced from the traditional \$1 seats to \$110 (for the extremely popular, accessible box sections).

Special Event Tickets

The Association would like to continue the special pricing for non-subscription events presented by the Los Angeles Philharmonic Association. The Association seeks to attract artists previously unavailable to the Hollywood Bowl because of the high appearance fees artists request for these special events.

Therefore, the Association is requesting an increase in special-event pricing to present these high-caliber acts that would otherwise only be brought to the Bowl by outside promoters. The Association proposes increases from \$20-\$125 for Special Event tickets to \$25 to a maximum of \$250 depending on location. The ticket pricing for these events would be adjusted to reflect the appropriate performance/performers.

Parking

There are no proposed changes for parking fees.

Summer Sounds

An increase from \$5 to \$6, per person, is proposed. Group pricing will remain at \$4, per person, for the six week children's program.

Implementation of Strategic Plan Goals

Approval of this action will enhance our Service Excellence (Goal #1) by providing the funding to increase the quality level of programming at the Hollywood Bowl.

FISCAL IMPACT/FINANCING

There is no fiscal impact on the County General Fund.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The operating Agreement between the County and the Association requires that your Board approve changes to prices charged for tickets at the Hollywood Bowl. Your Board last approved changes to the ticket prices on October 26, 2004.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your Board.

The complete proposed pricing schedule is outlined in Attachment A.

Public Hearing Notice

Public hearing notice requirements of Government Code Section 6062(a) have been satisfied and public hearing requirements of Government Code Section 66018, for fee increases, will be satisfied by this action.

County Counsel has approved the attached resolution as to form.

ENVIRONMENTAL IMPACT STATEMENT/NEGATIVE DECLARATION

The proposed increases are for the purpose of: (1) meeting operating expenses, including employee wage rates and fringe benefits, or (2) purchasing and leasing

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supplies, equipment or materials, or (3) meeting financial reserve needs and requirements and, therefore, the proposed actions are exempt from the CEQA pursuant to Section 21080(b)(8)(A)(B)(C) of the Public Resources Code.

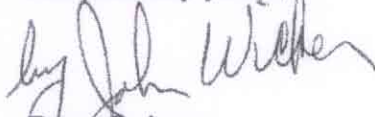
IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not anticipated to have a significant impact on services at the Hollywood Bowl.

CONCLUSION

It is requested that three (3) conformed copies of this action be returned to the Department of Parks and Recreation for distribution.

Respectfully yours,



Russ Guiney
Director

RG:TF:tf

Attachments

- c: David E. Janssen, Chief Administrative Officer
Violet Varona-Lukens, Executive Officer, Board of Supervisors
Raymond G. Fortner, Jr., Chief Deputy County Counsel

LOS ANGELES PHILHARMONIC ASSOCIATION

HOLLYWOOD BOWL 2006 TICKET AND PARKING PRICES

Tuesday, Wednesday and Thursday

	2005	2006	
	Ticket	Ticket	Increase/
	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>
Pool Circle	\$115.00	\$120.00	\$5.00
Garden Boxes	\$92.00	\$93.00	\$1.00
Terrace Boxes	\$80.00	\$81.00	\$1.00
Side Boxes	\$80.00	\$81.00	\$1.00
Ramps	\$50.00	\$50.00	\$0.00
D,E,G,J	\$34.00	\$34.00	\$0.00
Superseats	\$42.00	\$43.00	\$1.00
F & K	\$30.00	\$30.00	\$0.00
M & N	\$21.00	\$22.00	\$1.00
L & P	\$16.00	\$16.00	\$0.00
Q - U	\$12.00	\$12.00	\$0.00
W	\$6.00	\$6.00	\$0.00
V & X	\$1.00	\$1.00	\$0.00

Sunday World Music

	2005	2006	
	Ticket	Ticket	Increase/
	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>
Pool Circle	\$115.00	\$120.00	\$5.00
Garden Boxes	\$92.00	\$93.00	\$1.00
Terrace Boxes	\$80.00	\$81.00	\$1.00
Side Boxes	\$80.00	\$81.00	\$1.00
Ramps	\$50.00	\$50.00	\$0.00
D,E,G,J	\$34.00	\$35.00	\$1.00
Superseats	\$42.00	\$44.00	\$2.00
F & K	\$30.00	\$31.00	\$1.00
M & N	\$21.00	\$22.00	\$1.00
L & P	\$16.00	\$17.00	\$1.00
Q - U	\$12.00	\$13.00	\$1.00
W	\$6.00	\$7.00	\$1.00
V & X	\$4.00	\$5.00	\$1.00

Friday, Saturday and Sunday Sunset

	2005	2006	
	Ticket	Ticket	Increase/
	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>
Pool Circle	\$140.00	\$145.00	\$5.00
Garden Boxes	\$110.00	\$111.00	\$1.00
Terrace Boxes	\$97.00	\$98.00	\$1.00
Side Boxes	\$97.00	\$98.00	\$1.00
Ramps	\$50.00	\$50.00	\$0.00
D,E,G,J	\$37.00	\$38.00	\$1.00
Superseats	\$47.00	\$49.00	\$2.00
F & K	\$33.00	\$34.00	\$1.00
M & N	\$21.00	\$22.00	\$1.00
L & P	\$20.00	\$21.00	\$1.00
Q - U	\$14.00	\$15.00	\$1.00
W	\$7.00	\$8.00	\$1.00
V & X	\$4.00	\$5.00	\$1.00

Special Events

	2005	2006	
	Ticket	Ticket	Increase/
	<u>Prices</u>	<u>Prices</u>	<u>(Decrease)</u>
Pool Circle	\$125.00	\$250.00	\$125.00
Garden Boxes	\$110.00	\$250.00	\$140.00
Terrace Boxes	\$95.00	\$175.00	\$80.00
Side Boxes	\$95.00	\$175.00	\$80.00
Ramps	\$45.00	\$90.00	\$45.00
D,E,G,J	\$60.00	\$90.00	\$30.00
Superseats	\$85.00	\$90.00	\$5.00
F & K	\$55.00	\$65.00	\$10.00
M & N	\$55.00	\$60.00	\$5.00
L & P	\$47.00	\$50.00	\$3.00
Q - U	\$40.00	\$40.00	\$0.00
W	\$25.00	\$25.00	\$0.00
V & X	\$20.00	\$25.00	\$5.00

ATTACHMENT A

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LOS ANGELES PHILHARMONIC ASSOCIATION HOLLYWOOD BOWL 2006 TICKET AND PARKING PRICES

	2005		2006	
	<u>Maximum</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Minimum</u>
Non-Subscription Concerts	\$ 140.00	\$ 1.00	\$ 145.00	\$ 3.00
Children 12 and under, half price for family oriented concerts such as July 4.				
Special Events	\$ 125.00	\$ 20.00	\$ 250.00	\$ 25.00
Regular Concerts				
June through September				
Tuesday/Thursday Classical	\$ 115.00	\$ 1.00	\$ 120.00	\$ 1.00
Wednesday Jazz	\$ 115.00	\$ 1.00	\$ 120.00	\$ 1.00
Fridays/Saturdays	\$ 140.00	\$ 4.00	\$ 145.00	\$ 5.00
Sunday (Sunset Performances)	\$ 140.00	\$ 4.00	\$ 145.00	\$ 5.00
Sunday (World Music)	\$ 115.00	\$ 4.00	\$ 120.00	\$ 5.00
Accessible Seating	\$ 110.00	\$ 1.00	\$ 110.00	\$ 1.00
Hollywood Bowl Gala Benefit	\$ 140.00	\$ 15.00	\$ 140.00	\$ 15.00
Summer Sounds	\$ 5.00	\$ 4.00	\$ 6.00	\$ 5.00
Parking (Standard sized vehicle) Includes 10% city parking tax	\$ 30.00	\$ 12.00	\$ 30.00	\$ 12.00
Buses and limousines are double				

**RESOLUTION TO INCREASE VARIOUS FEES
AT THE HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 74998 between the County and the Los Angeles Philharmonic Association executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket prices to the Board for approval; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at the Hollywood Bowl; and

WHEREAS, the Association has submitted their proposed schedule in accordance with the Agreement; and

WHEREAS, the County has reviewed a market survey and analysis of the proposed schedule and finds the pricing schedule is appropriate; and

WHEREAS, these costs do not exceed the cost of the services provided by the County; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the additional funding is in the public interest and welfare; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Los Angeles philharmonic Association may make the adjustments to the maximum and minimum price schedule only as outlined in "Attachment A" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2006 Ticket and Parking Prices"

The foregoing resolution was adopted on the _____ day of _____, 2005, by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.

VIOLET VARONA-LUKENS, Executive Officer-Clerk
Of the Board of Supervisors of the County of Los
Angeles

By _____ Deputy

APPROVED AS TO FORM:
Office of the County Counsel

By  _____ Deputy